

**THE ROLE OF THE DEPARTMENT OF PALEMBANG
INDUSTRY AND TRADE IN PROMOTING SONGKET
WEAVING AS TOURISM ART AND CRAFT OF
PALEMBANG**



**The Final Report in Written to Fulfill One of Requirements of Diploma III at
English Department in State Polytechnic of Sriwijaya**

By:

LISA MENTHA MERDINA

061230900708

STATE POLYTECHNIC OF SRIWIJAYA

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APPROVAL SHEET
THE ROLE OF THE DEPARTMENT OF PALEMBANG INDUSTRY
AND TRADE IN PROMOTING SONGKET WEAVING AS TOURISM
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By

~~Lisa Mentha Merdina~~
0612 3090 0708

First Advisor,

Drs. Zulkifli SNAN, MPd
NIP. 196112251989031004

Second Advisor,

Koryati, S.Pd, MPd
NIP. 198108312005012003

Acknowledge by
Head of English Department

Dra. Tiur Simanjuntak, M. Ed. M

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By :

Lisa Mentha Merdina

061230900708

Approved by the examiners committee,

Signature

Dra. Risnawati, M.Pd

ID. 196804011994032001



Munaja Rahma, S.Pd., M.Pd

ID. 197405162002122001



Eriza, S.Pd., M.Pd

ID. 196205051988032003



Iskandar Rosyidin, S.Pd., M.Pd

ID. 197006212002121001



STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

2015

MOTTO AND DEDICATION

I can do what I need to do in life
Because of Allah Swt

-Writer-

Life isn't about getting and having, it's about giving and
being

-Kevin Kruse-

If you fall a thousand times, stand up millions of times because
you do not know how close you are to success

-Anonym-

This final report is dedicated to my beloved parents (Machrobi and Suryati) and my beloved sisters (Wulandari Nurnaningsih, SH and Rosa Vega Sena, S.Ip). For without their love, support, and praise, this report would not be completed

The writer

LMM

PREFACE

First of all the writer would like to give a lot of thanks for Allah SWT because of his mercy and bless, the writer could finish the final report entitle “The Role of the Department of Palembang Industry and Trade in Promoting Songket Weaving as Tourism Art and Craft of Palembang”. This reports is to fulfill the requirements to complete the study of Diploma III in English Department at State Polytechnic of Sriwijaya.

The writer realizes that there are many mistakes in writing this report and it is far from being perfect. The criticism and suggestions will always be needed to continually improve this report for being an up to date reference for the writer and readers. Finally, the writer hopes this report might be useful and contribute some benefits fothose who read this report, especially for students of English Department.

Palembang, June 2015

LMM

ACKNOWLEDGEMENT

First of all, I would like to thank to Allah SWT for all the blessings and guidance to keep writing and finishing this final report. After finishing this final report, the writer will certainly give the biggest “thank” for some people and institution whose have supported, inspired, and helped me in writing this final report. So, the writer would like to express another appreciation to:

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10. All of the students in English Department and the members of HMJ English Department 2013.
11. Everyone who loves and prays for my success.

The writer considers that this final report is still far from being perfect. For that reason, the writer really expects comment and suggestion in order to make this final report better and have more education point for people.

Palembang, June 2015

ABSTRACT

THE ROLE OF THE DEPARTMENT OF PALEMBANG INDUSTRY AND TRADE IN PROMOTING SONGKET WEAVING AS TOURISM ART AND CRAFT OF PALEMBANG

(Lisa Mentha Merdina, 2015, 40 pages, 9 pictures, 4 tables)

The title of this final report is “The Role of the Department of Palembang Industry and Trade in Promoting Songket Weaving as Tourism Art and Craft of Palembang”. The problem are “What are the strategies that used by the Department of Palembang Industry and Trade promoting songket?” and “what is the role of the Department of Palembang Industry and Trade in promoting songket?”. The purpose of this study are to recognize the strategy conducted by the Department of Palembang Industry and Trade and to analyze the role of the Department of Palembang Industry and Trade in promoting songket weaving. The method of this study is descriptive method. The writer collected the data through observation, interview and documentation. Based on finding, the writer found the strategies that are used to promote songket weaving as handicraft of Palembang by advertising, public relation, sales promotion and personal selling. The role of the Department of Palembang Industry and Trade is giving the guidance in doing the promotion of songket such as training, exhibition etc. It also supports and facilitates the materials, equipments and funds. So, it might be concluded that the Department of Palembang Industry and Trade has very important role in promoting songket with all strategies it has.

Keywords: The Strategies, the Department of Palembang Industry and Trade, Songket.

The writer

LMM

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